WARRANTY

GAF Corporation warrants the GAF MEMO 35 EE camera to be free from defects in material and workmanship for a period of twelve (12) months from the date of original purchase. The camera will be repaired or replaced, if necessary, without additional charge to the purchaser, if returned prepaid to the nearest GAF Consumer Photo Service Center shown in the list on page 15, specifying the difficulty encountered, the name and address of the selling dealer, and the exact date of purchase. GAF does not make and shall not be liable for any warranty of fitness for a particular purpose or merchantability or any other warranty whatsoever, express or implied, with respect to the GAF MEMO 35 EE camera except as hereinabove specified.

gaf®

B 10495

INSTRUCTIONS

gaf® 35mm Compact Camera MEMO® 35EE

The GAF® MEMO® 35 EE is a true aristocrat among cameras; it is a precision instrument with automatic features that enable even beginners to take good pictures right from the start.

CONDENSED INSTRUCTIONS

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READ ENTIRE BOOKLET FOR IMPORTANT DETAILS

Camera appearance subject to minor changes.

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INSTALLING BATTERY

The CdS electric eye is powered by a long-life 1.3 volt mercury battery (Mallory PX-675 or equivalent). It is supplied with the camera, either installed, or packed separately in the camera box.

Use a coin to unscrew battery-compartment cover on bottom of camera (Fig. 1). Insert battery with plus (+) side up, facing the battery compartment cover (Fig. 2). Replace cover.

Fig. 1

Fig. 2

Current is drained only when light reaches the electric eye (located above lens). To prolong life of battery, keep the lens cap on when camera is not in use.

The average life of the battery is one year. Install a new battery at least once a year.

Clean battery and camera contacts at regular intervals. Wipe both sides of battery with a rough material. Since the battery may leak in time, remove it when camera is stored for a prolonged period.

FILM

Use 35mm film in 20- or 36-exposure magazine. GAF® films are recommended; they are available for making black-and-white or color prints and color slides.

LOADING THE CAMERA

Load and unload camera in subdued light (not in direct sunlight).

1. Pull up film rewind knob until camera-back pops open (Fig. 3). Swing open camera back (Fig. 4).

2. Pull out rewind knob all the way and insert film magazine into chamber with protruding end toward bottom of camera (Fig. 5). Press-in film rewind knob. If it does not go in all the way, turn it until it does.

3. Insert end of film into a slot in the take-up spool and engage second perforation of film with tooth in spool-slot (Fig. 6). Place thumb lightly over film on bottom sprocket wheel (shown in Fig. 7) and operate film advance lever (shown in Fig. 10) until upper sprocket wheel engages film perforations and film is securely wrapped around take-up spool. When advance lever stops, free it by depressing shutter release on top of camera. Make sure that film lies flat between guide rails (Fig. 8). Close camera back firmly.

Fig. 3

Fig. 5

Fig. 4

Fig. 6

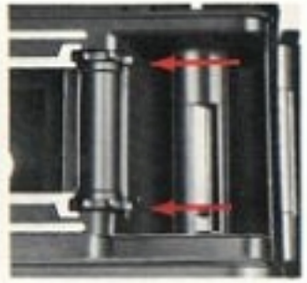

Fig. 7

Fig. 8

Fig. 9

Fig. 10

Fig. 11

4. Depress shutter release (Fig. 9), then operate film advance lever (Fig. 10) until figure "1" is opposite the pointer in the exposure counter window (Fig. 11). Depress shutter release every time the film advance lever stops.

The film is now in position for the first picture.

After a few exposures, *the film rewind crank should turn every time the film is ad*

vanced. If it does not, the camera was not loaded properly; either the film became detached from the take-up spool, or the sprockets did not engage the perforations. Open the camera back, remove and reload film, following steps 2, 3, and 4 carefully.

UNLOADING THE CAMERA

When the red figure "20" or "36" (corresponding to 20- and 36-exposure rolls) appears in the exposure counter window opposite the index mark (Fig. 12), the end of the film has been reached.

Fig. 12

Fig. 13

Fig. 14

Steps for rewinding film into magazine:

1. Unfold crank on rewind knob (Fig. 13).

2. Press in all the way rewind release button on camera bottom (Fig. 14).

3. Turn rewind crank clockwise. A tension is felt as the film is rewound from the take-up spool into the magazine. Stop rewinding when the tension is relieved. Open camera back (by pulling out rewind knob all the way) and lift out film magazine.

Have film processed without delay.

AUTOMATIC EXPOSURE

1. **Set film speed.** The ASA (or DIN) speed of the film is specified on the film box or in the instruction sheet packed with the film. Turn the milled film speed setting ring around the front end of the lens barrel until the ASA index of the film appears in the notch on top of the lens barrel (the DIN speed appears in the notch on the bottom of the lens barrel). In Fig. 15, for example, the film speed is set at ASA 64.

The film speed setting ring must be turned to the click-stop at the ASA (or DIN) film speed figure, *it must not be set between numbers.*

2. **Set control ring to "A"** (automatic). Depress control ring release on the bottom of the lens barrel (Fig. 16) and turn control ring until the letter "A" clicks into position opposite the index line (Fig. 17).

At the "A" setting the camera automatically adjusts the lens opening and the shutter speed for the prevailing light conditions.

Fig. 15

Fig. 16

Do not obstruct the electric eye located just above the lens and do not let the sun shine directly into it.

USING THE VIEWFINDER

What appears within the bright-line frame in the viewfinder will be in the picture.

For subjects at a distance of 5 feet or less from the camera, the image area is indicated by the bright line in the top left

Fig. 17

Fig. 18

Fig. 19

corner of the finder. Place the subject within imaginary lines extended from that corner line (Fig. 18).

FOCUSING

The small, bright, yellow area in the center of the viewfinder is the rangefinder focusing spot. Rotate the focusing ring around the lens (Fig. 19). The subject is in sharp focus when the double image of the subject (Fig. 20) merges into a single image (Fig. 21). Do not obstruct the rangefinder window (above the lens barrel) while focusing.

The distance scale may also be used for focusing. Estimate or measure the camera-to-subject distance in feet (silver figures) or in meters (blue figures), then turn the focusing ring until the figure representing that distance is opposite the index line. In Fig. 22, for example, the lens is adjusted to a camera-to-subject distance of 7 feet.

Fig. 20

Fig. 21

Fig. 22

OUTDOOR PICTURES

Set control to "A", place subject within bright-line frame in viewfinder, and focus. The black needle in the viewfinder indicates the lens opening (black figures) and the shutter speed (yellow figures) set by the electric eye. In Fig. 23, for example, the needle indicates a lens opening of f/4 and a shutter speed of 1/125 second. Depress shutter release when the needle is anywhere in the yellow bar between the red segments.

When the needle touches the red segment on the bottom, the light level is too low. Move subject into a more brightly illuminated area, or use flash. When the needle touches the red segment at the top, the light is too bright.

To prevent double exposures, the shutter release locks after each exposure until the film is advanced for the next picture.

INDOOR PICTURES (without flash)

Follow procedure described under "Outdoor Pictures."

CLOSE-UP EXPOSURE READING

Since the CdS electric eye measures the entire area covered by the lens, a background that is *much* brighter or darker than the principal subject may cause an exposure error. A close-up reading will minimize the effect of such backgrounds. Aim the camera at the most important part of the subject (the face, in case of a portrait), from a distance of six inches. Press down the shutter release about one quarter of the way and *hold it there;* then return to the original camera position and depress the shutter release all the way to make the exposure.

CORRECTING A CONSISTENT EXPOSURE "ERROR"

When pictures are *consistently* over or

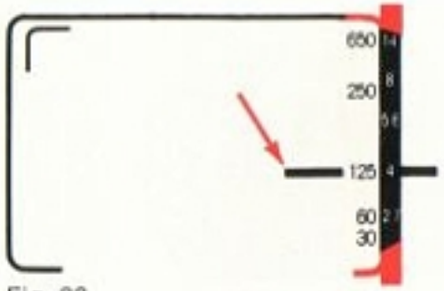

Fig. 23

underexposed, the film may be more or less sensitive than its rated speed. This can be easily corrected by using a higher or lower ASA (or DIN) speed than the one printed on the film box or instruction sheet. Use a higher ASA number to correct for overexposure, and a lower number to correct for underexposure.

For example, if pictures made on ASA 64 film are consistently overexposed, set the ASA speed at 80 or 100 (depending on the degree of overexposure). If films are underexposed, set ASA speed at 50 or 40.

FLASH PICTURES

To take flash pictures:

1. Attach flash unit to camera.
2. Align "flash-dot" on focusing ring (adjacent to ↙ symbol) with guide number on control ring.
3. Focus.
4. Take picture.

Exposure control remains automatic even with flash. Any conventional or electronic flash unit is acceptable that has a guide number between 32 and 180, for the film being used. Find the guide number in the instructions provided with the flashbulb or flash unit.

Cordless flash units are slipped into the accessory shoe on top of the camera (shown in Fig. 24). The accessory shoe may also be utilized for flash units having a synch cord. The synch cord is plugged into the flash outlet on the side of the camera (shown in Fig. 24).

Fig. 24

Fig. 25

Set distance scale at 7 feet for guide numbers under 90, set it at infinity for 90 and higher guide numbers. Depress control ring release (shown in Fig. 16), and turn the control ring to align the guide number (for the flash/film combination) with the dot adjacent to the flash symbol (↙). In Fig. 25, for example, the dot is placed over the guide number 90.

Use the silver colored "feet" guide numbers. The blue "meter" guide numbers are for countries using the meter system

(where the guide number is provided for a camera-to-subject distance measured in meters).

Due to lack of space, some guide numbers are represented by a dot only. The chart below specifies the guide numbers indicated by the dots.

		40		20		10
Meter (blue) guide numbers	56	↑	28	↑	14	↑
		•		•		•
Foot (silver) guide numbers	180	•	90	•	45	•
		↓		↓		↓
		130		65		32

The following shows the camera-to- subject distance range for each guide number.

GUIDE NUMBER for feet	GUIDE NUMBER for meters	SHORTEST CAMERA-TO-SUBJECT DISTANCE	GREATEST CAMERA-TO-SUBJECT DISTANCE
32	10	3½ feet (1 meter)	12 feet (3.7 meters)
45	14	4 feet (1.2 meters)	17 feet (5 meters)
65	20	4½ feet (1.4 meters)	24 feet (7.5 meters)
90	28	6 feet (1.8 meters)	32 feet (10 meters)
130	40	9 feet (2.7 meters)	35 feet (11 meters)
180	56	14 feet (4.2 meters)	35 feet (11 meters)

The camera automatically adjusts the lens opening as the lens is focused. The focusing range is automatically limited: the lens cannot be focused when the subject is closer to the camera than the shortest distance that will provide correct exposure. For example, when the flash-dot is lined up with the guide number of 90, the lens cannot be focused closer than 6 feet.

With "feet" guide numbers 32 and 45 (10 and 14 for meters) the camera also limits the far end of the focusing range: the lens cannot be focused on subjects more distant than the far limit of correct exposure. With flash units having a higher guide number, observe the far end of the distance range listed in the chart above.

When the camera is set for flash photography, the shutter speed is 1/25 second.

Fig. 26

Fig. 27

SELF-TIMER

The self-timer permits the photographer to get into the picture.

Place camera on tripod or other firm support (tripod socket is on bottom of camera). Get ready for exposure as usual: advance film, focus, check exposure needle position in viewfinder, use flash in poor light. Push self timer lever into position shown in Fig. 26. Depress shutter release to start self-timer. Exposure will be made 8 seconds after the release has been pressed.

TIME EXPOSURE

Depress control ring release and move "B" opposite the index line (Fig. 27). At the "B" setting the lens opening is fixed at f/2.7 (full opening). The shutter opens when the release is depressed, stays open as long as the release is pressed down, and closes when the release is permitted to return to its original position.

For time exposures the camera must be on a tripod to prevent camera motion during exposure. The use of a cable release is recommended (the cable release socket is in the top of the release button).

At the "B" setting exposure time has to be determined with the help of an exposure guide or exposure meter.

CAMERA CARE

The GAF MEMO 35 EE camera is a precision instrument. Used with care, it will provide years of service.

Protect the camera from dirt, rain, dampness, and excessive heat. Avoid touching the lens. To clean lens, breathe on it, then wipe it gently with a soft, lintless cloth or tissue. Do not use eyeglass tissues as they might damage the lens coating.

If anything goes wrong, do not try to repair it. Take it to a dealer or send it to the nearest GAF Consumer Photo Service Center shown in the following list:

GAF Corporation
Consumer Photo Service Center

Emma Street
Binghamton, N.Y. 13902

3500 North Kostner Ave.
Chicago, Ill. 60641

16217 Kittridge Street
Van Nuys, California 91406

39-22 30th Street
Long Island City, N.Y. 11101

P.O. Box 490
Portland, Ore. 97207

IN CANADA

GAF (Canada) Ltd.
Consumer Photo Service Center

2403 Stanfield Road
Mississauga, Ont.

9411 Cote De Liesse
Montreal 760, Quebec

1195 West 8 Ave.
Vancouver 9, Brit. Col.

GAF FILMS

For sparkling color pictures, use GAF Color Print Film or GAF® Color Slide Films (ASA 64, 200, 500 for daylight pictures, ASA 100 for indoor pictures). They are guaranteed: pictures that satisfy or a new roll free. Available at photo dealers.

PROJECTORS

Project sharp, brilliant pictures, present thrilling slide shows with GAF® Slide Projectors. They are available in several models, at photo dealers.